



WEWS

# ORDER

Flight Dates **08/28/12-09/03/12**

Contract / Revision      **308630 /**      Product      **Week # 1 Summer 08.28-09.03.12**

Original Date / Revision  
08/21/12    08/22/12      Agency Com    15%

Advertiser **Friends of Brown / Democra**  
**1831 Chestnut Street**  
**Philadelphia, PA 19103**

Agency    **Shorr Johnson Magnus**

Buying Contact  
**1831 Chestnut Street**  
**Philadelphia, PA 19103**  
Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref

Order Sep      00:20:00

Estimate #

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic    A35+

Rev Codes      POL      POL      CAND

Product Codes PL

Priority      P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Daniel Baylog     | 100%   |            |          |

Order Share 100% Market Value 46550

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          | 0      |
| UNKWN             | %          | 0      |
| WBNX              | %          | 0      |
| WDLI              | %          | 0      |
| WEAO              | %          | 0      |
| WGGN              | %          | 0      |
| WJW               | %          | 0      |
| WKYC              | %          | 0      |
| WMFD              | %          | 0      |
| WOAC              | %          | 0      |
| WOIO              | %          | 0      |
| WQHS              | %          | 0      |
| WUAB              | %          | 0      |
| WVIZ              | %          | 0      |
| WVPX              | %          | 0      |

## Order Totals

## Billing Plan

| Month          | # of Spots | Net Amount         | Gross Amount       | Rating      | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|----------------|------------|--------------------|--------------------|-------------|------------|----------|---------|-------------|--------------|
| September 2012 | 35         | \$39,567.50        | \$46,550.00        | 0.00        | 08/27/12   | 09/03/12 | 35      | \$39,567.50 | \$46,550.00  |
| <b>Totals</b>  | <b>35</b>  | <b>\$39,567.50</b> | <b>\$46,550.00</b> | <b>0.00</b> |            |          |         |             |              |

| Ln  | Ch   | Start             | End             | Inventory Code               | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals |            |
|-----|------|-------------------|-----------------|------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
|     |      |                   |                 |                              |       |                |         |     |                   |             |     |               |      | Spots  | Amount     |
| N 1 | WEWS | 08/28/12          | 09/03/12        | M-F GMC 6-7a<br>M-F GMC 6-7a | CM    | 6-7a           | MTWTF-- | :30 | 4                 | \$850.00    | P-1 | 0.00          | NM   | 5      | \$4,250.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|     |      | Week: 08/27/12    | 09/02/12        | - TWTF--                     |       |                |         |     | 4                 | \$850.00    |     | 0.00          |      |        |            |
|     |      | Week: 09/03/12    | 09/09/12        | M-----                       |       |                |         |     | 1                 | \$850.00    |     | 0.00          |      |        |            |
| N 2 | WEWS | 08/28/12          | 09/03/12        | M-F GMA 7-9a<br>M-F GMA 7-9a | CM    | 7-9a           | MTWTF-- | :30 | 4                 | \$850.00    | P-1 | 0.00          | NM   | 4      | \$3,400.00 |



**WEWS**

Print Date: 08/30/12

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Contract / Revision      **308630**      Flight Dates **08/28/12-09/03/12**

Hiatus Dates

Original Date / Revision    08/21/12/    08/22/12

Order Sep    00:20:00

Advertiser    **Friends of Brown / Democr**    Product **Week # 1 Summer 08.28-09.**    Estimate #

| Ln            | Ch   | Start             | End             | Inventory Code                                       | Break | Start/End Time | Days         | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals    |                    |
|---------------|------|-------------------|-----------------|--|-------|----------------|--------------|-----|-------------------|-------------|-----|---------------|------|-----------|--------------------|
|               |      |                   |                 |  |       |                |              |     |                   |             |     |               |      | Spots     | Amount             |
| N 2           | WEWS | 08/28/12          | 09/03/12        | M-F GMA 7-9a<br>M-F GMA 7-9a                         | CM    | 7-9a           | MTWTF--      | :30 | 4                 | \$850.00    | P-1 | 0.00          | NM   | 4         | \$3,400.00         |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |           |                    |
|               |      | Week: 08/27/12    | 09/02/12        | - TW- F--  |       |                |              |     | 3                 | \$850.00    |     | 0.00          |      |           |                    |
|               |      | Week: 09/03/12    | 09/09/12        | M- - - - -   |       |                |              |     | 1                 | \$850.00    |     | 0.00          |      |           |                    |
| N 3           | WEWS | 08/28/12          | 09/03/12        | M-F 12pm News<br>M-F 12p News                        | CM    | 12-1p          | MTWTF--      | :30 | 4                 | \$700.00    | P-1 | 0.00          | NM   | 4         | \$2,800.00         |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |           |                    |
|               |      | Week: 08/27/12    | 09/02/12        | - TWTF--   |       |                |              |     | 4                 | \$700.00    |     | 0.00          |      |           |                    |
|               |      | Week: 09/03/12    | 09/09/12        | - - - - -  |       |                |              |     | 0                 | \$0.00      |     | 0.00          |      |           |                    |
| N 4           | WEWS | 08/28/12          | 09/03/12        | M-F 4-5p Dr. OZ<br>M-F 4-5p Dr. Oz                   | CM    | 4-5p           | MTWTF--      | :30 | 3                 | \$900.00    | P-1 | 0.00          | NM   | 3         | \$2,700.00         |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |           |                    |
|               |      | Week: 08/27/12    | 09/02/12        | - TWT---   |       |                |              |     | 3                 | \$900.00    |     | 0.00          |      |           |                    |
|               |      | Week: 09/03/12    | 09/09/12        | - - - - -  |       |                |              |     | 0                 | \$0.00      |     | 0.00          |      |           |                    |
| N 5           | WEWS | 08/28/12          | 09/03/12        | M-F 5-6p News<br>M-F 5-6p News                       | CM    | 5-6p           | MTWTF--      | :30 | 3                 | \$1,200.00  | P-1 | 0.00          | NM   | 3         | \$3,600.00         |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |           |                    |
|               |      | Week: 08/27/12    | 09/02/12        | - TWT---   |       |                |              |     | 3                 | \$1,200.00  |     | 0.00          |      |           |                    |
|               |      | Week: 09/03/12    | 09/09/12        | - - - - -  |       |                |              |     | 0                 | \$0.00      |     | 0.00          |      |           |                    |
| N 6           | WEWS | 08/28/12          | 09/03/12        | SA 730-8P<br>SA 730-8P                               | CM    | 730-8P         | - - - - - S- | :30 | 1                 | \$800.00    | P-1 | 0.00          | NM   | 1         | \$800.00           |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |           |                    |
|               |      | Week: 08/27/12    | 09/02/12        | - - - - - S-   |       |                |              |     | 1                 | \$800.00    |     | 0.00          |      |           |                    |
|               |      | Week: 09/03/12    | 09/09/12        | - - - - -  |       |                |              |     | 0                 | \$0.00      |     | 0.00          |      |           |                    |
| N 7           | WEWS | 08/28/12          | 09/03/12        | SA 7-730p<br>SA 7-730p                               | CM    | 7-730p         | - - - - - S- | :30 | 1                 | \$800.00    | P-1 | 0.00          | NM   | 1         | \$800.00           |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |           |                    |
|               |      | Week: 08/27/12    | 09/02/12        | - - - - - S-   |       |                |              |     | 1                 | \$800.00    |     | 0.00          |      |           |                    |
|               |      | Week: 09/03/12    | 09/09/12        | - - - - -  |       |                |              |     | 0                 | \$0.00      |     | 0.00          |      |           |                    |
| N 8           | WEWS | 08/28/12          | 09/03/12        | M-F 7-730p<br>7-730p Wheel                           | CM    | 7-730p         | MTWTF--      | :30 | 3                 | \$2,400.00  | P-1 | 0.00          | NM   | 3         | \$7,200.00         |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |           |                    |
|               |      | Week: 08/27/12    | 09/02/12        | - TWT---   |       |                |              |     | 3                 | \$2,400.00  |     | 0.00          |      |           |                    |
|               |      | Week: 09/03/12    | 09/09/12        | - - - - -  |       |                |              |     | 0                 | \$0.00      |     | 0.00          |      |           |                    |
| N 9           | WEWS | 08/28/12          | 09/03/12        | M-F 730-8P<br>730-8p Jeopardy                        | CM    | 730-8p         | MTWTF--      | :30 | 3                 | \$2,600.00  | P-1 | 0.00          | NM   | 3         | \$7,800.00         |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |           |                    |
|               |      | Week: 08/27/12    | 09/02/12        | - TWT---   |       |                |              |     | 3                 | \$2,600.00  |     | 0.00          |      |           |                    |
|               |      | Week: 09/03/12    | 09/09/12        | - - - - -  |       |                |              |     | 0                 | \$0.00      |     | 0.00          |      |           |                    |
| N 10          | WEWS | 08/28/12          | 09/03/12        | M-F 1135p-1202a Nightlir<br>M-F 1135p-1202a Nightlir | CM    | 1135p-1207x    | MTWTF--      | :30 | 4                 | \$1,200.00  | P-1 | 0.00          | NM   | 5         | \$6,000.00         |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |           |                    |
|               |      | Week: 08/27/12    | 09/02/12        | - TWTF--   |       |                |              |     | 4                 | \$1,200.00  |     | 0.00          |      |           |                    |
|               |      | Week: 09/03/12    | 09/09/12        | M- - - - -   |       |                |              |     | 1                 | \$1,200.00  |     | 0.00          |      |           |                    |
| N 11          | WEWS | 08/28/12          | 09/03/12        | M-SU 11-1135P Late New<br>M-SU 11-1135P Late New     | CM    | 11-1135p       | MTWTFSS      | :30 | 2                 | \$2,400.00  | P-1 | 0.00          | NM   | 3         | \$7,200.00         |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |           |                    |
|               |      | Week: 08/27/12    | 09/02/12        | - T- T---  |       |                |              |     | 2                 | \$2,400.00  |     | 0.00          |      |           |                    |
|               |      | Week: 09/03/12    | 09/09/12        | M- - - - -   |       |                |              |     | 1                 | \$2,400.00  |     | 0.00          |      |           |                    |
| <b>Totals</b> |      |                   |                 |  |       |                |              |     |                   |             |     |               |      | <b>35</b> | <b>\$46,550.00</b> |